CLASSIFICATION CONFIDENTIAL SECURITY INFORMATION CENTRAL INTELLIGENCE AGENCY

REPORT

INFORMATION FROM FOREIGN DOCUMENTS OR RADIO BROADCASTS

CGUNTRY

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Bulgaria

DATE OF INFORMATION

SUBJECT

Sociological - Distribution of press Biographic

1952

HOW

PUBLISHED

Biweekly newspaper, monthly periodical. telephone directory

DATE DIST. 36 Jul 1953

WHERE **PUBLISHED**

Softa

NO, OF PAGES

DATE

PUBLISHED Jan - 5 Oct 1952

LANGUAGE

Bulgarian

SUPPLEMENT TO

REPORT NO

UNITED STATES, WITHIN THE MEANING OF TITLE IS. SECTIONS AND 784. OF THE U.S. CODE. AS AMENDED. 173 TRANSMISSION OR LATION OF ITS CONTENTS TO OR RECEIPT BY AN UNAUTHORIZED PER AS USAUTHORIZED PERSON

THIS IS UNEVALUATED INFORMATION

SOURCE

Newspaper, periodical, and directory as indicated.

DISTRIBUTION OF THE BULGARIAN PRESS

Numbers in parentheses refer to appended sources.

According to Nan'o Nan'ov, chief of the Postal Communications Administration (Upravlenie poshtenski suobshteniya) and editor of Poshtenets, 74 different periodicals, with a total circulation of 386,800, and 62 different newspapers, with a total circulation of 1,650,500, were published in Bulgaria during 1951. The Ministry of PTT (Post, Telegraph, and Telephone) alone is responsible for distributing the press in Bulgaria (1) The Directorate for REP (Razprostranenie i ekspedirane na pechata, Distribution and Expedition of the Press) has been formed for this purpose in the Ministry of PTT. (2) Before the Ministry of PTT took over this function, only 15-20 percent of the entire circulation of the press reached villages. Since the Ministry of PTT has been distributing the Bulgarian and Soviet press, 50 percent of the total circulation goes to villages.

According to the Soviet model, a Capital (Stolichno) REP section was established in Sofia, and city REP services (gradska sluzhba-REP) were established in large Bulgarian cities. These units organize the direct sale of the press, as well as sales by subscrip 'on. One duty of the Capital REP section is to distribute the press in large Sofia enterprises and establishments. To this end, rayon (precinct) or city organizers (rayonen ili gradski organizator) have been assigned to the Capital REP section. Under the leadership of the party and with the cooperation of other political and mass organizations, the rayon organizers must seek subscribers in enterprises, establishments, and city kvartals (wards). These organizers are political workers who must see that party and fatherlandfront press is disseminated as much as possible among blue- and white-collar workers. Rayon organizers are usually representatives of rayon party committees, and as such may investigate the distribution of the press and the use which is made of it.

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Party and mass organizations show interest in the distribution of the press by appointing representatives, in enterprises and establishments, who handle the distribution. The distribution of the press and collection of subscription money within an enterprise is delegated to the best worker by the primary party or other organization of the enterprise; this public press representative (obshtestven pulnomoshtnik po pechata) is directly responsible to that organization. The same procedure takes place in the kvartals. A representative of each section (kvartal) in the Stalin Rayon of Sofia, for example, maintains liaison with the rayon organizer of the Capital REP section. The public press representative of each kvartal must give his name, address, and telephone number to the rayon organizer of the Capital REP section. The rayon organizer must keep a list of all public press representatives with whom he maintains liaison, and must carry out all duties connected with /the distribution of the press. He distributes posters and propaganda material, advertising the Bulgarian and Soviet press, to the public press representatives under his command, who are responsible for propaganda and agitation in their establishments or kvartals. To create greater interest in reading the press and to increase the circulation, the public press representative may, under the auspices of the party or other mass organization, organize groupreading of newspapers. He must see that newspapers are regularly received by his establishment or kwartal, and must distribute them himself if the establishment or enterprise is small. In the case of large enterprises, the public press representative distributes the press to the various shops, where shop representatives distribute them to the individual subscribers

At present, there are 240 enterprises and establishments in the Stalin Rayon of Sofia with public press representatives. The entire rayon has 30c public press representatives. The present circulation of Rabotnichesko Delo in the Stalin Rayon is 16,538; Trud, 1,868; Otechestven Front, 632; Narodna Mladezh, 1,508; Za Traen Mir, za Narodna Demokratsiya (For a Lasting Peace, For a People's Democracy), 2,620; Naruchnik na Agitatora, 2,950; or a total of only 26,116 instead of the planned 50,100. This unfavorable showing must be attributed to the poor work of the Capital REP section and of the rayon organizers, as well as to the lack of cooperation given the Ministry of PTT by party and mass organizations.(1)

Starting 1 January 1953, Teknichesko Delo, biweekly organ of the MTS (Nauchno-tekhnicheski suyuz, Scientific and Technical Union), published in Sofia, will be distributed by the Postal Communications Administration of the Ministry of PTT. According to the new subscription system, only those are considered subscribers to this newspaper who have paid their subscription money during the 1 October - 15 December subscription period. Subscribers are urged to pay their subscription money (8 leva per year) as soon as they are contacted by postal employees. The collection of the subscription money can be simplified if primary organizations of the NTS prepare lists of subscribers from local enterprises and technical establishments, and deliver these lists with the collected subscription money to the designated postal distributor.(3)

SOURCES

- 1. Poshtenets, No 1, Jan 52
- 2. Sofia 1952 Telephone Directory
- 3. Tekhnichesko Delo, 5 Oct 52

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